

**Specialty Foods Advisory Committee to the
Virginia Department of Agriculture and Consumer Services**

SFAC ANNUAL CONFERENCE

**May 12-13, 2008
Richmond, VA**



**Doubletree
301 W. Franklin Street
Richmond, VA**

Registration Packet

Specialty Foods Advisory Committee to the Virginia Department of Agriculture and Consumer Services

2008 Annual Conference – Richmond, VA

From trade shows and packaging to Internet spending and the economic outlook, specialty food retailers, manufacturers and suppliers will get a fast-track update thanks to the Specialty Foods Advisory Committee and the Virginia Department of Agriculture and Consumer Services. SFAC Chair Willis Logan commented, "This annual education event brings together the leaders in our specialty food industry to share, learn and network with top-class presenters and panels."

One of the conference highlights will be the trade show panel, moderated by Julia O'Connor, President and Founder of Trade Show Training, Inc. She and panelists from several segments of the specialty food industry will examine what makes a successful trade show from the point of view of both buyers and sellers. Then O'Connor will explain how to get the most out of your trade show investment before you get to the show and after you arrive back home.

In another panel discussion, representatives from can, box, label, packaging supplies, corrugated and printed carton companies will offer cost-saving ideas and answer questions related to packaging alternatives that could have a positive effect on the bottom line.

The conference will also feature Jeffrey Hester of Collaborative Resources, Inc., who will present "Leaving No Rock Unturned: Questioning ourselves on how we can do better and be more effective while adding to our bottom line," and Raymond Owens, Vice-President and Economist with the Federal Reserve Bank in Richmond who will offer his views on the "Economic Outlook and Your Business." The conference will conclude with an examination of the optimum return on investment for Internet spending.

Speaker Highlights:

Julia O'Connor, Trade Show Training, Inc.:

"Trade Show 101-501 - How to get the most out of your investment before you get to the show and after you are home. – It takes more than a display and a handshake to sell at a trade show."

No matter your title, no matter how many shows you do, our training will make you better understand this unique marketing environment and the psychology of the show floor. Trade shows are now the second largest expenditure of US corporate marketing dollars, and will only increase in importance as business becomes faster and more global. Trade Shows are not isolated marketing events. They affect every part of your company when you win - or lose - a sale through trade show marketing. Whether local tabletop shows or an international exposition, your firm's presence is reflected by your staff. The Bottom Line is: You = Your Company.

Jeffery Hester, Collaborative Resources, Inc

"Leaving No Rock Unturned:

We must question ourselves on how we can do better and be more effective while adding to our bottom line.

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2008 Annual Conference

SPONSORS

Our special thanks are extended to the 2008 SFAC Annual Conference sponsors for their significant financial support of the overall cost of this conference; allowing us to continue the previous registration cost at a time when cost of operation are rising. We ask that special consideration be given, to each sponsor when you have needs that they can provide, as they have demonstrated their commitment to us by their sponsorship investment.

Special Program Sponsor:

The Virginia Department of Agriculture and Consumer Services

Presents **Julia O'Connor**, President, Trade Show Training, Inc.

Presentation: "Trade Show 101-501."

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2008 Annual Conference Schedule

Monday, May 12 --

- 8:00 am **Continental Breakfast; Registration – Sponsored by Pohlig Brothers**
- 9:00 am **Voice Heard and SFAC ADVISORY Committee – What is it? – Willis Logan, SFAC Chair**
- 9:15 am **Trade Show Panel**
Moderator: **Julia O'Connor** – President and Founder, Trade Show Training, Inc.
Panelists: **Pam Barefoot** – President, Blue Crab Bay/ Bay Beyond
Sam Edwards – President, Virginia Traditions/ S. Wallace Edwards & Sons, Inc.
Tim Hanlon – President Hanlon Associates
Buz Rollins – President, Bloodys by Buz
Scott Stephens – Director of Sales, Virginia Diner
Sabra Coe Young – Buyer/Merchandising, Taste Unlimited
- 10:15 am **Break and Networking Time**
- 10:30 am **Trade Show 101-501 - How to get the most out of your investment before you get to the show and after you are home. – Julia O'Connor**
- 12:15 pm **Working Lunch** – Brainstorming for Packaging Panel Questions - **Sponsored by Masa Corporation**
- 1:45 pm **Packaging Panel – With the cost of everything related to doing business on the rise we have assembled a panel of packaging professionals to offer cost savings ideas and answer our related questions. Represented commodities include corrugated, packaging supplies, labeling, steel containers and printed cartons. Bring a question and hopefully go away with a thought that could affect your bottom line!**
Moderator: **Jane Riddick-Fries** – Vice President, FERIDIES
Panelists: **Kathy Davis** – Senior Account Executive, Pohlig Brothers
Bill Ferkler – Independent Can Company
Cathleen Peters – Account Executive, Southern Atlantic Label Co., Inc.
Gary Pirko – President, Alpak Container Corporation
Floyd Spencer – Virginia Area Representative, Boxes, Boxes, Boxes
- 2:45 pm **Break and Networking Time**
- 3:00 pm **Leaving No Rock Unturned – Jeffery Hester, Collaborative Resources, Inc**
- 4:30 pm **Closing Remarks for the Day – Willis Logan**
- 5:00 pm **Adjourn for the day**
- 6:30 pm **Dinner and Wine, Fun and Visiting with Colleagues**

Tuesday, May 13 –

- 8:00 am **Continental Breakfast and Networking Time – Come Early - Sponsored by William R. Hill & Co.**
- 9:00 am **Opening Remarks – Willis Logan, SFAC Chair**
- 9:15 am **Economic Outlook & Your Business – Raymond Owens, VP/Economist, Federal Reserve Bank - Richmond**
- 10:15 am **Break and Networking Time**
- 10:30 am **ROI for Internet Spending – VECTEC**
- 11:00 am **Internet Panel Moderator: Willis Logan**
- Noon **Meeting Adjourns**
- 1:00 pm **Virginia Food Expo Setup begins.**

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Annual Conference

May 12 – 13, 2008

**DoubleTree Richmond
301 W. Franklin St.**

Conference Registration Fee:

Registering Firm (per person): \$175 (Includes Dinner on 5/12)
Additional Dinner Reservations: \$ 50

Firms, with more than two people registered for the conference, may take a \$10 discount for each registered person attending. (No discount for dinner reservations)

Everyone is welcome. So come and join us!

Doubletree Richmond reservations are made by calling **804-644-9871**. VA Food and Beverage room rates for single/double occupancy are **\$129** plus taxes per night. ***You must reserve your room by April 21***; cancellation must be made 72 hours before the scheduled date of check-in to avoid penalties. Check-in time is 4 pm and check-out is 11 am.

Ask for the VA Food and Beverage Rate!

Name of Person (s)	Company Name	Fee:
Make checks payable to: VFABA ~ P.O. Box 781 Goochland, VA 23063		Total:
		Less Discount:
QUESTIONS Dave Ottaway ~ 804-874-1934		Amount Enclosed: